



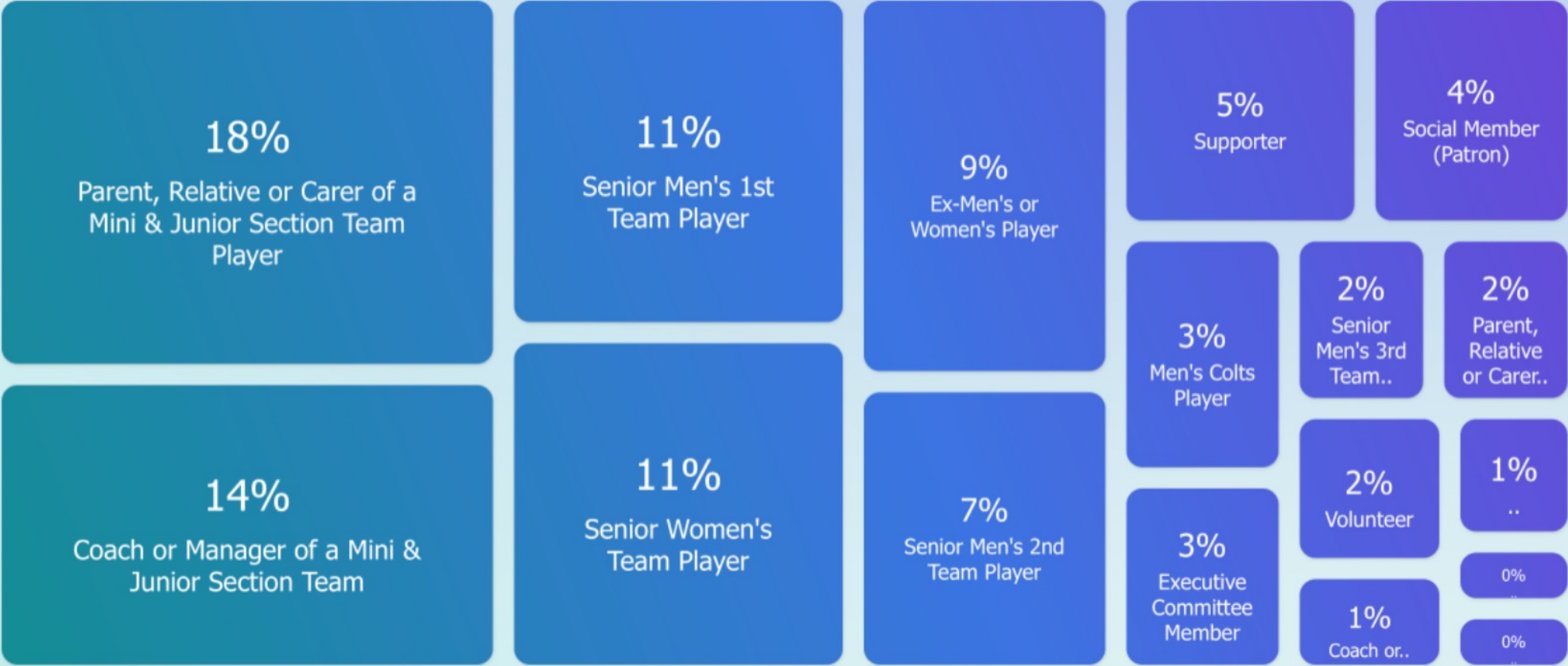
Southport Rugby Football Club

Proposed 2024+ Vision, Mission & Values

Great Mix of Respondents

127 responses submitted

I am primarily a...



127 responses submitted

How many years have you been involved with the Club?



127 responses submitted

How pleased are you with the current direction of the Club? (1 = Not Pleased, 2 = Somewhat Pleased, 3 = Pleased, 4 = Very Pleased)

3.2

1

3%

2

13%

3

42%

4

40%

SRFC's VISION & MISSION - *what we want to achieve in the next 5 years or so – should primarily be about ensuring SRFC develops...*



SRFC's primary VALUES - *those that we should adopt to help us achieve our Vision & Mission – or - the collective way we should do things around here - should be...*



The RFU's Ongoing Community Game Future Public Consultation – Proposed Priorities

“IN THE GAME”

BRINGING MORE PEOPLE INTO THE GAME

GROW THE GAME IN SCHOOLS & COLLEGES

NON-CONTACT

YOUTH CAMPAIGNING

MAXIMISE IMPACT OF 2025
WOMEN'S RUGBY WORLD CUP

“ON THE PITCH”

KEEPING PEOPLE PLAYING FOR LONGER

GREATER FLEXIBILITY FOR PLAYERS

SUSTAIN RUGBY IN ESTABLISHED SCHOOLS
& COLLEGES

16-18 AGE GROUP

MORE LOCAL COLLABORATION IN WOMEN
& GIRLS GAME

UNIVERSITY RUGBY

PITCH CAPACITY

“IN THE CLUBHOUSE”

STRENGTHEN THE CLUB OFFER IN ITS LOCAL COMMUNITY

MULTI-USE FACILITIES

PROFESSIONALISED CLUB MANAGEMENT

SERVICE SHARING / PROCUREMENT

VOLUNTEER RECRUITMENT, RETENTION &
RECOGNITION

CORE

COACHING, REFEREEING AND PLAYER WELFARE

COMPETITIONS, REGULATIONS AND DISCIPLINE/SAFEGUARDING

OUR VISION: Southport Rugby Football Club – the town’s premier sports club; enjoyed by all, committed to developing all & always looking to the future - a community rugby union club that we can all be proud of

OUR MISSION:

<u>To the Game – bring more people into the game</u>	<u>On the Pitch – keep people playing for longer</u>	<u>In the Clubhouse – strengthen the club in Southport, Merseyside / Lancashire and the North-West</u>
Offer an enjoyable, inclusive, supportive, safe and memorable experience for all, including non-contact variations e.g. touch, 7’s	Develop Mini, Junior, Colts & Senior players of all abilities	Ensure revenue opportunities are maximized, costs are managed appropriately and financial stability is never compromised
Encourage a ‘One Club’ mindset – across players, team coaches & managers, volunteers, supporters & sponsors - so that we can all be proud of - and be standard bearers for - our Club, thereby encouraging others to join	Ensure player pathways are deployed to maximise (a) the number of ex-Mini, Junior and Colts playing Senior rugby and (b) the number of Southport players representing Lancashire	To celebrate the 100 th Anniversary of rugby at Waterloo Road in 2027, continue to develop the Club’s facilities and ground
Maximise the impact of the 2025 Women’s Rugby World Cup and the 2027 Men’s Rugby World Cup	Rugby is never just about the winning; but all squads should be ambitious & disciplined and determined to maximise their potential & play in <i>The Southport Way</i>	Embed the club even further in the local community; ensuring Southport is widely-regarded, across the North West, as ‘A Rugby Town’

OUR VALUES:

Together – rugby is for all, we are ‘One Club’; we are open, frank & honest with each other and we help & look after our own

Fearless – nothing is out of reach; for ourselves, our teams & our club

Fun – we passionately, energetically & positively support our teams and each other; but never forget we’re here to enjoy ourselves

Bold – we respect the past, but are also forward looking, opportunity-seeking, dynamic, innovative & enterprising

Integrity – trust can never be compromised; we must always remain honest, humble & straightforward

Example Objective – Bringing to Life the Vision & Mission

Vision	Mission	Example Objective	Illustrative Metrics	Underpinning Values
...committed to developing all...	...ensure player pathways are deployed to maximise the number of ex-Mini, Junior and Colts playing Senior rugby...	Increase, year-over-year, the number of ex-Mini, Junior & Colts players selected to play Senior rugby as a %age of all those selected	2024/25 – 55% 2025/26 – 60% 2026/27 – 65% 2027/28 – 70% 2028/29 – 75%	Together, Fearless, Fun

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OUR MISSION:

<p><u>To the Game –</u> <u>bring more people into the game</u></p>	<p><u>keep people coming back</u></p>	<p><u>In the Clubhouse –</u> <u>the club in Southport, Merseyside, Lancashire and the North-West</u></p>
<p>Offer an enjoyable, inclusive, supportive, safe and memorable experience for all, including non-contact variations e.g. touch, 7's</p>	<p>Develop</p>	<p>...ue opportunities are ... costs are managed and financial stability is ... compromised</p>
<p>Encourage a 'One Club' mindset – across players, team coaches & managers, volunteers, supporters & sponsors - so that we can all be proud of - and be standard bearers for - our Club, thereby encouraging others to join</p>	<p>Ensure pl maximi Junior a and (b) th re</p>	<p>... the 100th Anniversary of ... Waterloo Road in 2027, ... develop the Club's facilities and ground</p>
<p>Maximise the impact of the 2025 Women's Rugby World Cup and the 2027 Men's Rugby World Cup</p>	<p>Rugby is never just about the winning; but all squads should be ambitious & disciplined and determined to maximise their potential & play in <i>The Southport Way</i></p>	<p>Embed the club even further in the local community; ensuring Southport is widely-regarded, across the North West, as 'A Rugby Town'</p>

Feedback is a gift!!

(i) What do you really like about the proposed V, M & V?

(ii) What concerns you most about the proposed V, M & V?

Please e-mail
markpennifold@aol.com

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THANK YOU FOR YOUR SUPPORT!